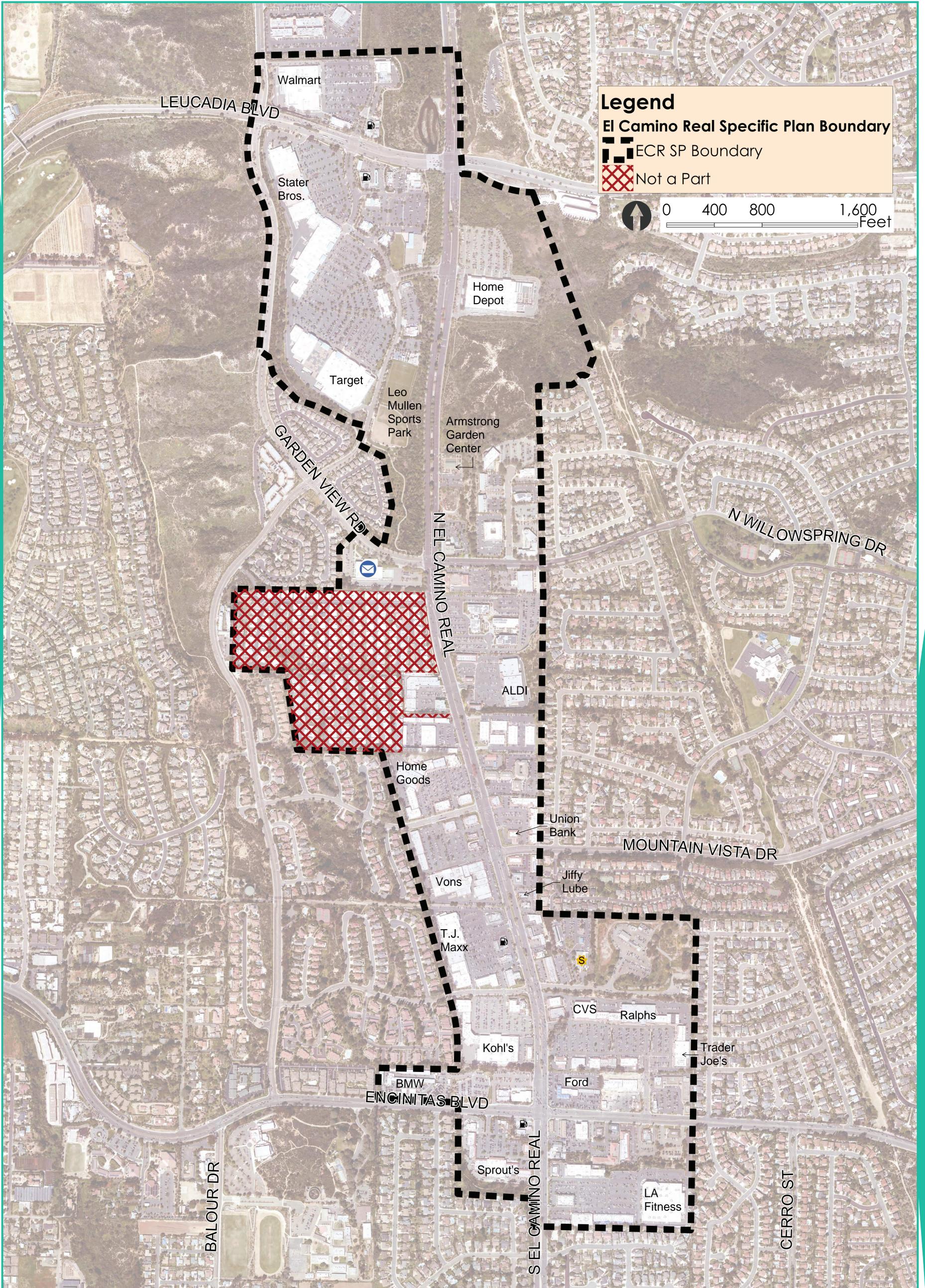
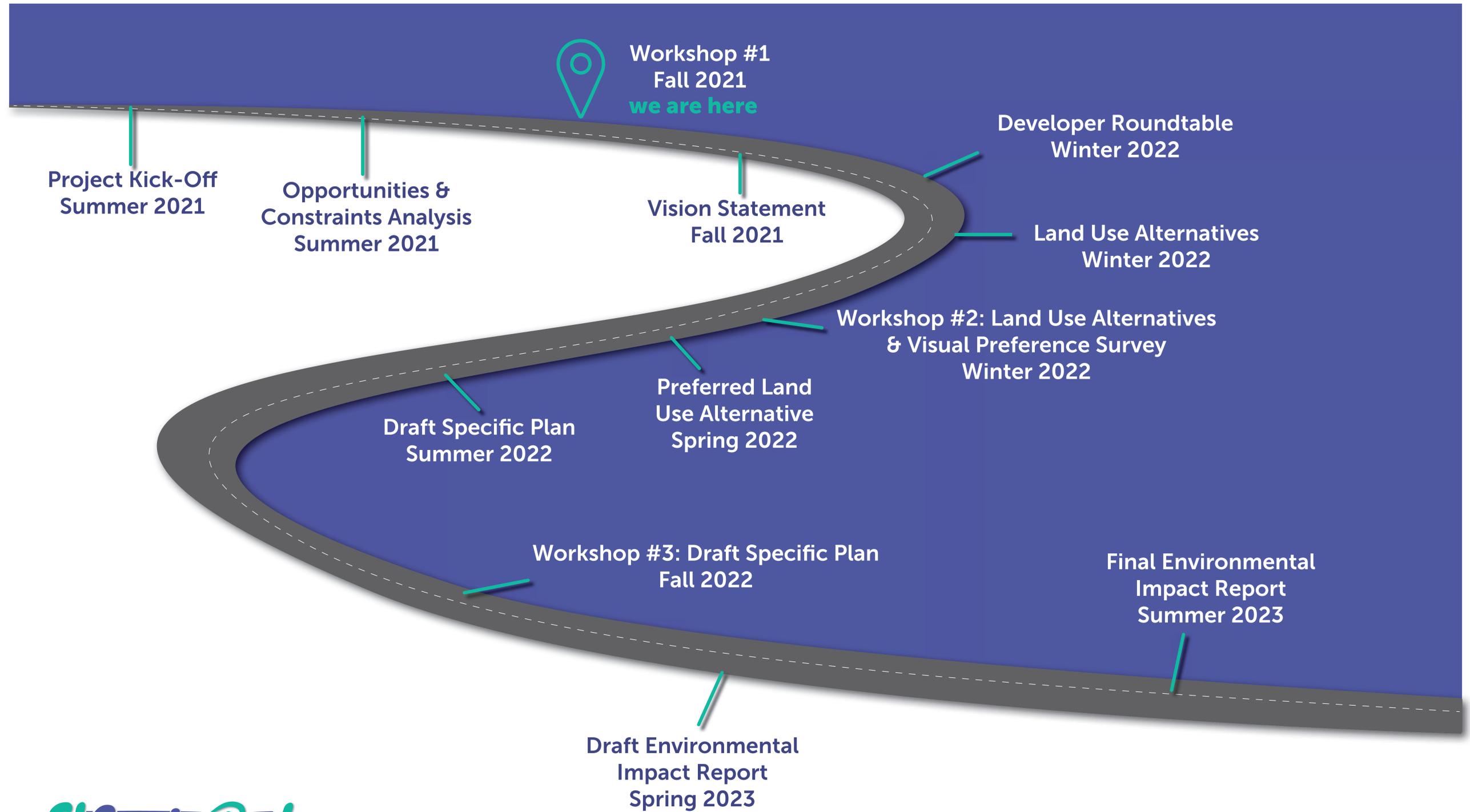


PROJECT BOUNDARY



PROJECT PROCESS



OPPORTUNITIES

LAND USE

CONSTRAINTS

- Increase housing options through mixed-use development, townhomes, condominiums, senior housing, and co-living
- Allow for more parks and recreational facilities
- Allow for post-pandemic outdoor dining spaces
- Allow for public market, plazas, or gathering spaces
- Introduce business startup incubators space to fill vacancies
- Identify appropriate places for increased density
- Consider building height increases for greater option in land uses

What are we missing?

- Underutilization of various retail spaces and parking lots
- Limited residential opportunities
- City-wide height restrictions and Coastal Zone limit development to 30 feet
- Relatively high off-street parking requirements
- Varying age of structures and façade maintenance

What are we missing?



Example of public gathering space



Example of infill park space



Example of outdoor retail space



Potential new office development along the corridor



Limited building heights



Underutilized parking spaces



Vacant retail spaces



Varying ages of shopping centers



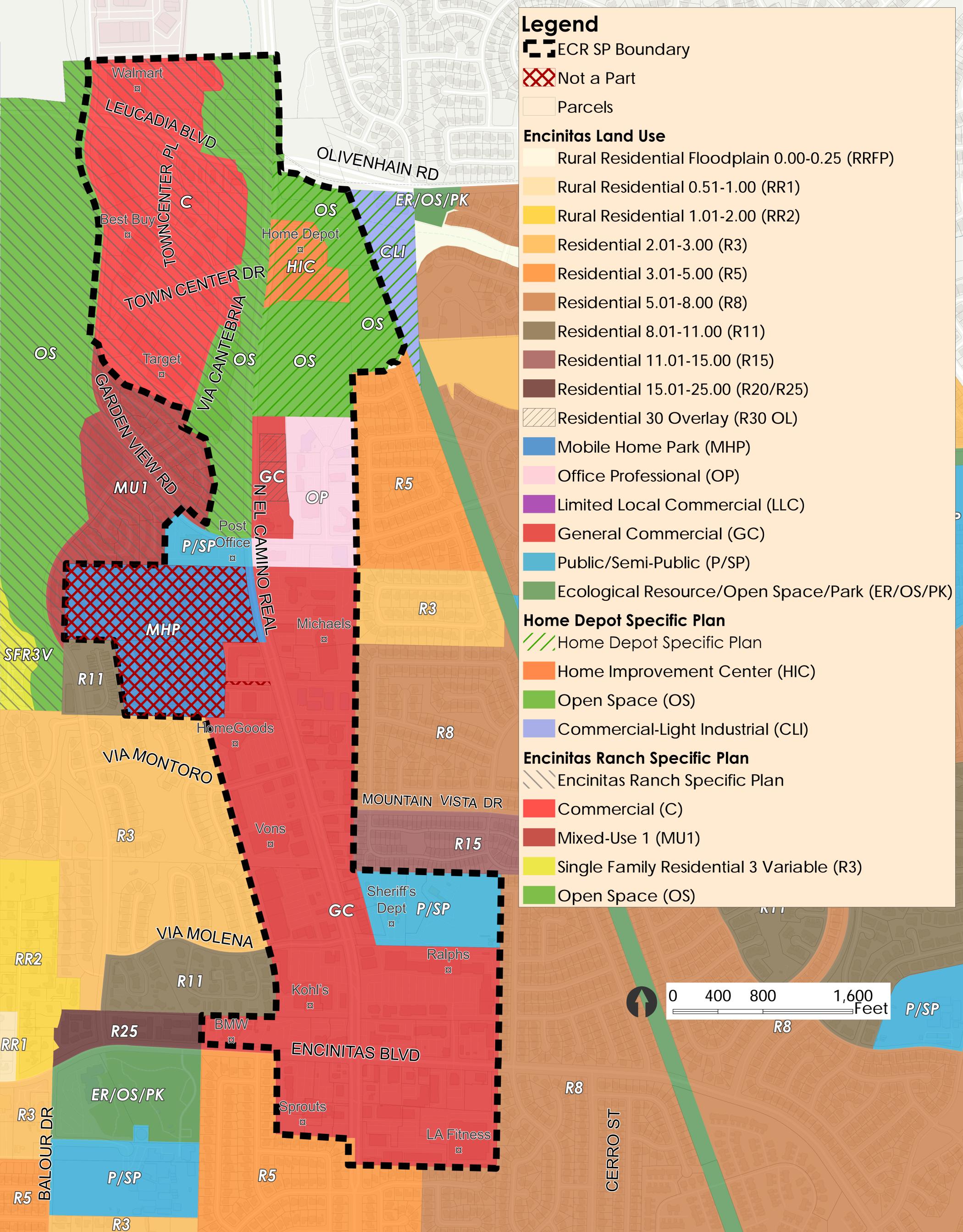
Varying ages of shopping centers

LAND USE

What are the best parts of El Camino Real?

What types of uses are missing?

Where would these missing uses go?



Legend

ECR SP Boundary

Not a Part

Parcels

Encinitas Land Use

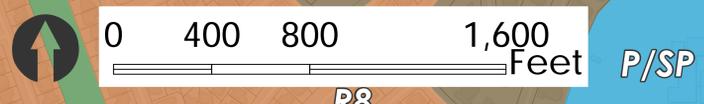
- Rural Residential Floodplain 0.00-0.25 (RRFP)
- Rural Residential 0.51-1.00 (RR1)
- Rural Residential 1.01-2.00 (RR2)
- Residential 2.01-3.00 (R3)
- Residential 3.01-5.00 (R5)
- Residential 5.01-8.00 (R8)
- Residential 8.01-11.00 (R11)
- Residential 11.01-15.00 (R15)
- Residential 15.01-25.00 (R20/R25)
- Residential 30 Overlay (R30 OL)
- Mobile Home Park (MHP)
- Office Professional (OP)
- Limited Local Commercial (LLC)
- General Commercial (GC)
- Public/Semi-Public (P/SP)
- Ecological Resource/Open Space/Park (ER/OS/PK)

Home Depot Specific Plan

- Home Depot Specific Plan
- Home Improvement Center (HIC)
- Open Space (OS)
- Commercial-Light Industrial (CLI)

Encinitas Ranch Specific Plan

- Encinitas Ranch Specific Plan
- Commercial (C)
- Mixed-Use 1 (MU1)
- Single Family Residential 3 Variable (R3)
- Open Space (OS)



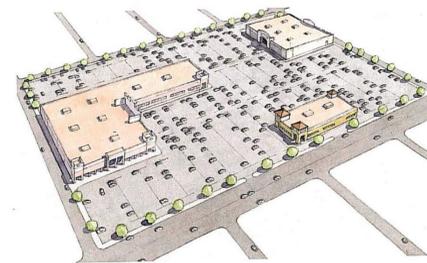
CONSTRAINTS

- Lack of pedestrian experience
- Poor signage and inadequate wayfinding
- Buildings lack diverse forms and material variations
- Narrow storefront sidewalks, and awnings
- Inconsistent street, pedestrian, and parking lot lighting
- Inconsistent architectural style
- Lacks sense of place or destination

What are we missing?

URBAN DESIGN

SUBURBAN REVITALIZATION



6-1. Existing commercial megablock

FROM:

- Auto dominated
- Strip malls
- Surface parking
- Few outdoor spaces



6-2. Revitalized urban fabric with mix of uses and civic spaces

TO:

- Walkable
- Mixed-use blocks
- Structured parking
- Many outdoor spaces



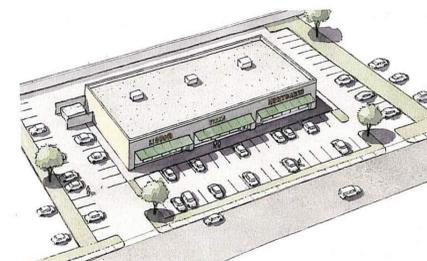
FROM:

- Big box
- Single use



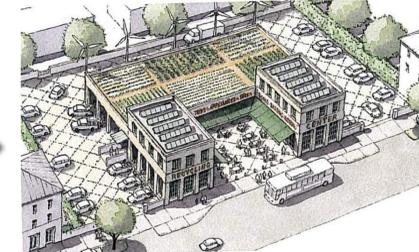
TO:

- Infill
- Mixed-use



FROM:

- Drive in and drive out



TO:

- Drive in and stay

IMAGE CREDIT: Galina Tachieva, DPZ, *Sprawl Repair Manual*

OPPORTUNITIES

- More common open spaces
- Placemaking by way of:
 - » gateway signage
 - » plazas and seating
 - » water features
 - » activating spaces between stores/buildings
- Improve pedestrian-friendliness through building orientation
- More consistent architecture, landscaping, and lighting
- Bring commercial building frontages closer to the street frontage with parking in rear
- Complementary features to the historic El Camino Real bell markers
- Mixed-use with active ground-floor retail
- Expand sidewalk seating for outdoor retail environment
- Increase tree canopy

What are we missing?

URBAN DESIGN

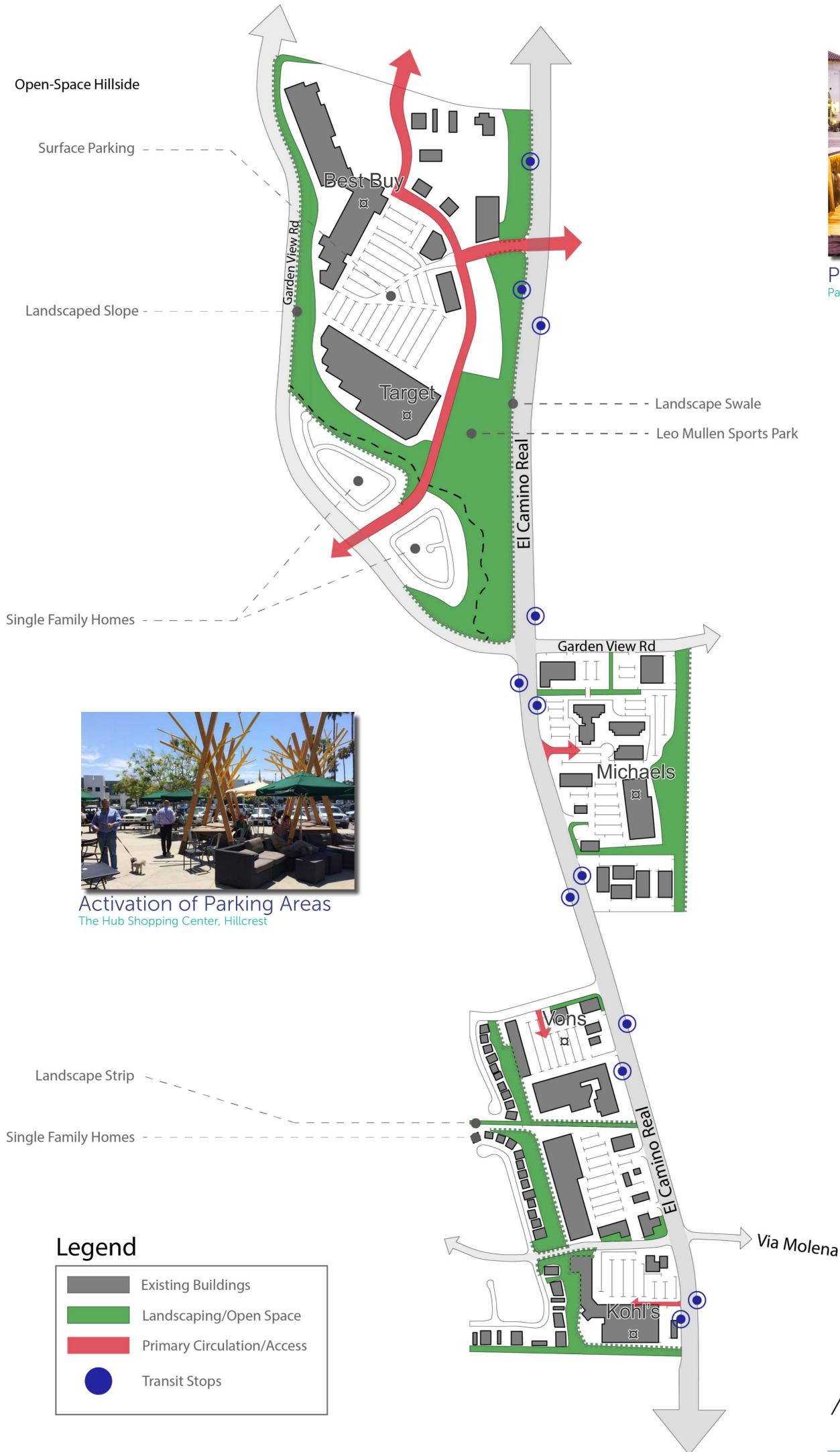
What do you like about the shopping centers?

How would you like to see the shopping centers transform? What kind of spaces would you like to see?

How can we successfully integrate housing into the corridor?

URBAN DESIGN

This graphic illustrates three key types of shopping centers that vary in size, circulation, and orientation. For the purposes of urban design concepts, these three shopping centers are used to represent the opportunities and constraints with each shopping center type.



Pedestrian Connections
Pacific Highlands Ranch



Activation of Business Parks
The Farmer and Seahorse, La Jolla



Activation of Outdoor Areas
Liberty Station, San Diego



Activation of Parking Areas
The Hub Shopping Center, Hillcrest



Adaptive Reuse
Liberty Station, San Diego



Plazas and Outdoor Seating
Concept for Genesee Plaza, Clairmont

URBAN DESIGN

Use your dots to let us know your preference on these concepts...

Outdoor Areas

Unique outdoor experiences and environments



Plazas



Paseos



Rooftop terraces

Activation of Parking Areas

Making better use of the public space in and around vehicle parking



Public art



Flexible event space



Parklets

Pedestrian Design

Pedestrian-oriented elements that connect destinations and encourage walking



Pedestrian-scaled amenities (signage, lighting, tree canopy)



Connections between shopping centers



Connections between surrounding neighborhoods and the corridor

Building Form / Massing

Height, bulk, and scale of a building



Building height variation



Upper floor stepbacks



Creative use of setbacks to allow for screening and public space

OPPORTUNITIES

MOBILITY

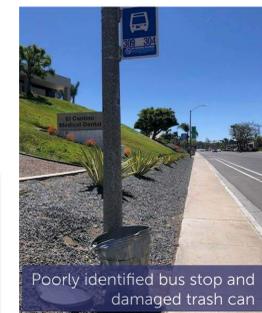
CONSTRAINTS

- More east-west bicycle connections to residential communities
- Distinguish bike lanes with green paint or protective buffers
- Expand existing trail and pathway network to local destinations
- Upgrade transit stop amenities
- Very few of the parking lots reach high levels of occupancy even at peak times
- Traffic calming devices with bulb-outs
- Mid-block pedestrian crossings on El Camino Real
- Improve pedestrian comfort and safety through treatments such as:
 - » high visibility crosswalks and alternative pavements
 - » landscaping between the roadways and the sidewalks
 - » advanced stop bars
 - » curb ramps with truncated domes (detectable warning surfaces)

What are we missing?

- Missing sidewalks along Via Molena and Garden View Road
- Poor north-south circulation between shopping centers
- High speed limits adjacent to bike lanes
- Bus stops lack amenities
- Lack of mid-block crossings
- Utilities limit sidewalk access
- Existing traffic volumes are moderate to high

What are we missing?



MOBILITY

How do you prefer to move about the corridor?

Which transportation modes need to be improved or expanded?

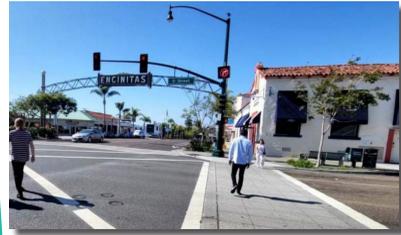
Which transportation modes need to be improved or expanded?

MOBILITY

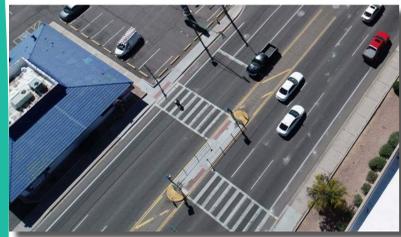
Use your dots to let us know your preference on these concepts...

Pedestrian Improvements

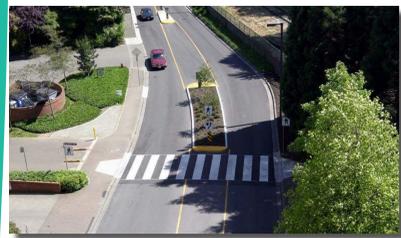
Strategies that can improve the safety and comfort of pedestrians throughout the corridor



Alternative crosswalk pavement



Mid-block crossings



High-visibility crosswalks

Bicycle Improvements

Strategies to improve cyclist safety, comfort and access throughout the corridor



Green-painted/physical buffers for bike lanes



Branded bike racks



Bicycle repair stations

Transit Improvements

Strategies that improve the safety, comfort, and ridership of public transit throughout the corridor



Bus stop amenities (lighting, shelter, and bus route information)



Dedicated bus lane



More frequent pick-up times

Roadway Concepts

Strategies to creatively interact with higher speed



Community events, (i.e. parades, farmer's markets, carnivals)



Traffic calming measures (lane for slower moving traffic, bulb-outs)



Reducing conflict points (driveway interactions)

Parking Lot Options

Alternative uses for underutilized parking lots



Retail and residential options



Safe pedestrian access

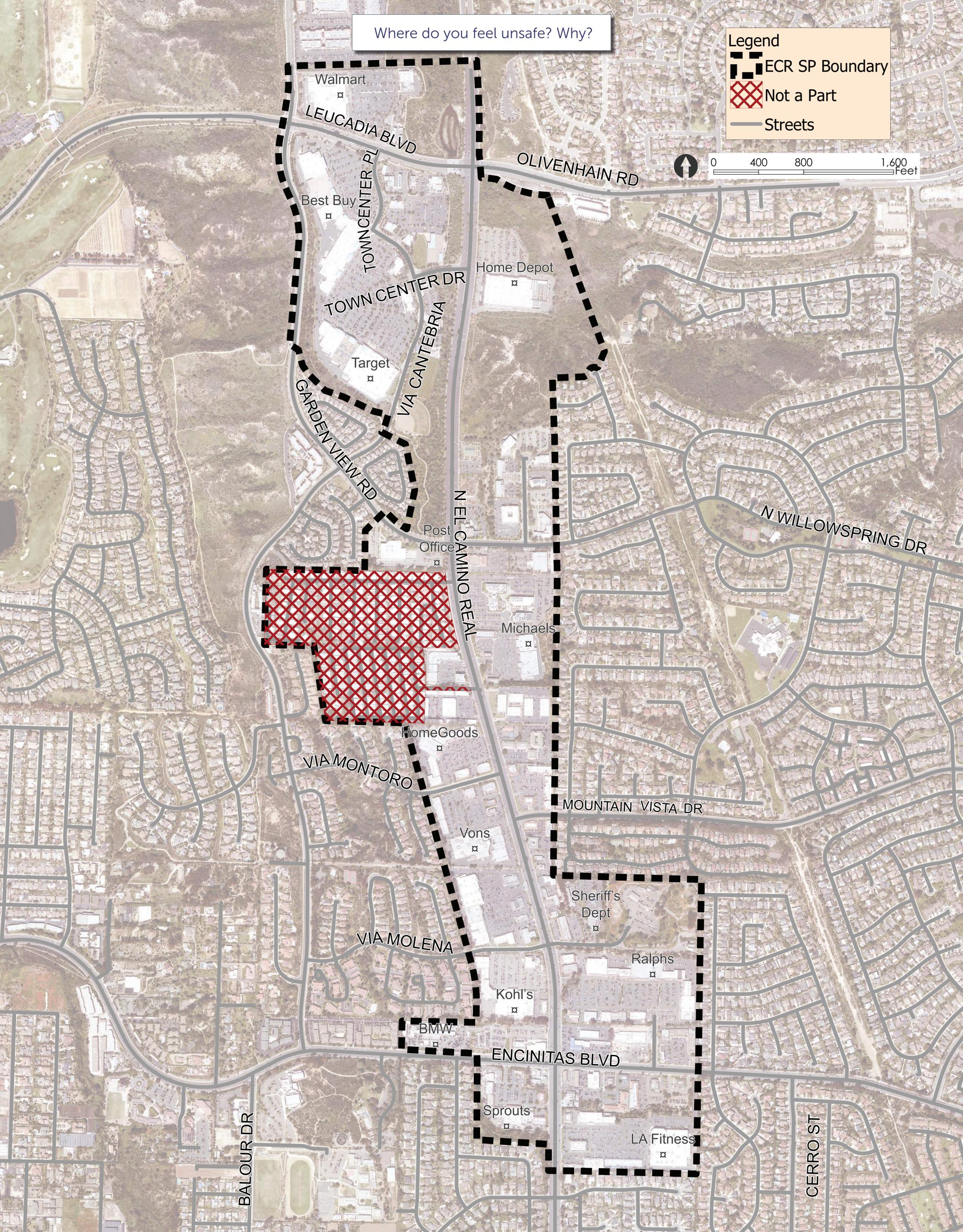
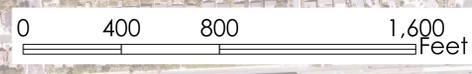


Parking structures to facilitate growth

Where do you feel unsafe? Why?

Legend

- ECR SP Boundary
- Not a Part
- Streets



OPPORTUNITIES

ECONOMICS

CONSTRAINTS

- Take advantage of the variety of parcel sizes and lot depths
- Provide infill development with a focus on senior housing, co-living, and attached residential unit types
- Incentivize high quality employers to fill the commercial vacancies
- Integrate smaller and flexible office space
- Keep the community shopping local
- Activating the area during off-peak parking times

- High cost of construction and materials
- Existing properties vary in size and condition
- Relatively slow population growth, slowing economic growth
- Lack of direct access to Interstate 5 or regional transit

What are we missing?

What are we missing?



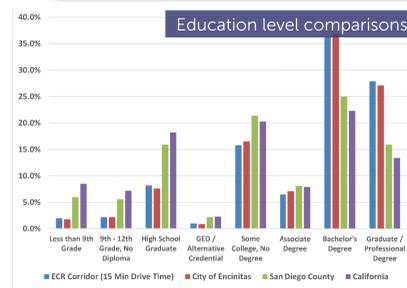
Atria Senior Housing, Encinitas



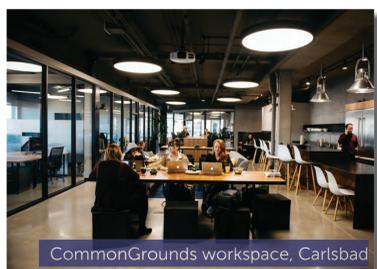
The Lofts, Encinitas - example of attached residential unit types



ABP Capital building, Encinitas

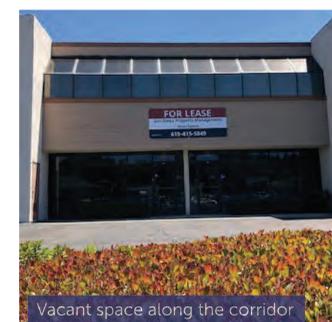


Hansen Surfboards - example of high quality economic and employment opportunity



CommonGrounds workspace, Carlsbad

15 Minute Drive Time	2021 (Estimated)		2026 (Projected)		2021 - 2026 Change (Projected)	
	Number	Percentage	Number	Percentage	Number	Percentage
0 - 4	9,824	5.1%	10,192	5.1%	368	3.7%
5 - 9	11,159	5.8%	11,356	5.7%	197	1.8%
10 - 14	12,388	6.4%	11,594	5.8%	(794)	-6.4%
15 - 19	10,940	5.7%	10,370	5.2%	(570)	-5.2%
20 - 24	8,935	4.6%	8,272	4.2%	(663)	-7.4%
25 - 34	20,910	10.8%	23,225	11.7%	2,315	11.1%
35 - 44	25,159	13.0%	25,799	13.0%	640	2.5%
45 - 54	25,798	13.3%	25,171	12.7%	(627)	-2.4%
55 - 64	28,115	14.5%	26,340	13.3%	(1,775)	-6.3%
65 - 74	22,867	11.8%	24,322	12.3%	1,455	6.4%
75 - 84	11,619	6.0%	15,325	7.7%	3,706	31.9%
85 +	5,881	3.0%	6,355	3.2%	474	8.1%
Total	193,595		198,321		4,726	2.4%
Median Age	44.0		44.4		Current and projected population	



Vacant space along the corridor



High cost of construction and materials

ECONOMICS

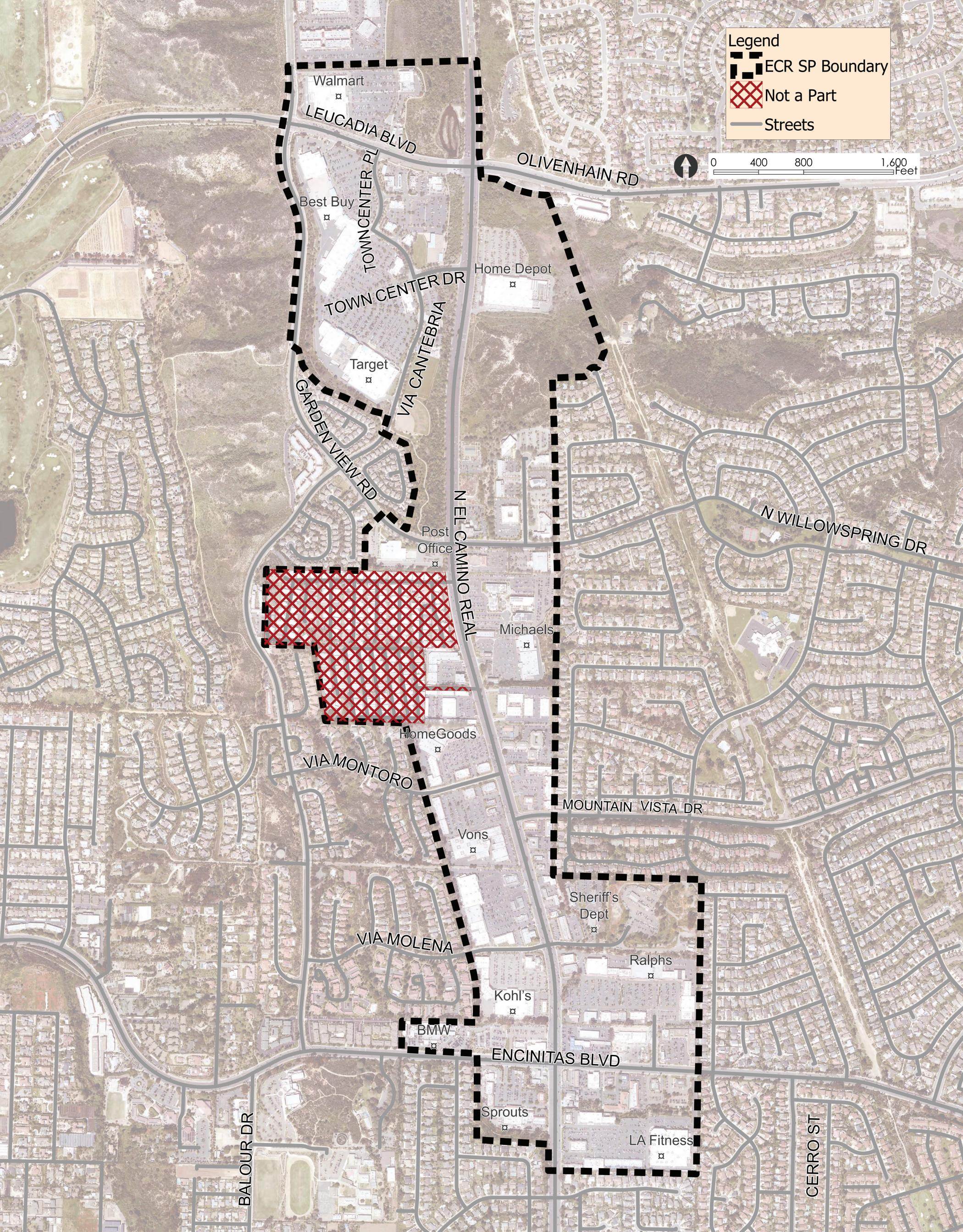
What types of businesses do you want to see more of?

A successful corridor includes...

How can we make the corridor more business-friendly?

Legend

-  ECR SP Boundary
-  Not a Part
-  Streets





Our Vision for *El Camino Real*

S P E C I F I C P L A N

How do you want El Camino to look and feel 20 years from now?

What do you like about the corridor
and want to maintain?

What can be improved?